



EST. 2006

The BITTER TRUTH™



ELIXIER

500 ml, 30 % Alcohol by Volume

PRODUCT DESCRIPTION

The Bitter Truth - ELIXIER is a herbal liqueur that blurs the lines of conventional wisdom. Firmly rooted in the traditions of both classic sweet vermouths and alpine digestive tonics.

ORIGIN

Liqueurs date back centuries and are historical descendants of herbal medicines that were primarily prepared by monks. Liqueurs were made in Europe as early as the 13th century when medical scientists brought the know-how of distillation with them from the crusades. The consumption of liqueurs was later required at all treaty signings during the Middle Ages.

PRODUCTION

The Bitter Truth liqueurs are prepared by infusing only the best natural ingredients like fruits, flowers and spices in either water or alcohol (maceration), and adding sugar.

USAGE

Elixir is velvety smooth while at the same time clean, aromatic and herbaceous. It embodies the caramel sweetness of port and the bitter flavors of a classic Italian Amaro. Enjoy Elixir in a pre-dinner Manhattan or Negroni or enjoy it neat after a rich meal to aid digestion. It's as delicate as the finest vermouths with an alcohol content that allows it to defy oxidation and the need for refrigeration. It's thoroughly intriguing and the most astounding new addition to the cocktailian arsenal.

PACKAGING

The shape of the bottle is classic and elegant. The label with its old fashioned floral ornaments refers to the design of the cocktail bitters labels and gives this liqueur a vintage character.

AWARDS

2011 »Silver Medal« & »Best in Category«
UK International Wine & Spirit Competition

2011 »Silver Medal«
Los Angeles International Spirits Competition

2011 »Excellent, highly recommended«
Ultimate Spirits Challenge, New York

For additional information please visit
www.THE-BITTER-TRUTH.com